

1 1. A method of printing a receipt which includes an image, comprising:  
2 downloading transaction information;  
3 retrieving an image associated with said transaction information;  
4 converting said image into a pixels matrix representation;  
5 printing at least one scan line by selectively printing pixels corresponding to said pixel  
6 matrix representation.

1 2. The method of printing a receipt according to Claim 1 wherein said transaction  
2 information includes image information.

3 3. The method of printing a receipt according to Claim 1 further comprising:  
4 converting said image into a dithered black-and-white pixel matrix representation.

5 4. The method of printing a receipt according to Claim 1 further comprising:  
6 converting said image into a grey scale representation.

1 5. The method of printing a receipt according to Claim 2 wherein said image information is  
2 a file name.

1 6. The method of printing a receipt according to Claim 5 wherein said retrieving said image  
2 includes downloading said image from a remote location.

1 7. The method of printing a receipt according to Claim 2 wherein said image information is  
2 a Universal Resource Locator (URL).

1 8. The method of printing a receipt according to Claim 7 wherein said retrieving said image  
2 includes downloading said image from a remote location identified by said URL.

1 9. The method of printing a receipt according to Claim 1 wherein said scan line is printed in  
2 a predetermined location on said receipt.

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- 1 13. The method of printing a coupon according to Claim 12 further comprising:  
2 converting said grayscale image into dithered black-and-white pixels.
- 1 14. The method of printing a coupon according to Claim 11 wherein said image information  
2 is a file name.
- 1 15. The method of printing a coupon according to Claim 10 wherein said retrieving said  
2 image includes downloading said image from a remote location.
- 1 16. The method of printing a coupon according to Claim 11 wherein said image information  
2 is a Uniform Resource Locator (URL).
- 1 17. The method of printing a coupon according to Claim 16 wherein said retrieving said  
2 image includes downloading said image from a remote location identified by said URL.
- 1 18. The method of printing a coupon according to Claim 11 wherein said scan line is printed  
2 in a predetermined location on said receipt.
- 1 19. A system for printing a coupon or receipt which includes an image, comprising:  
2 a work station capable of connecting to a network;  
3 a printer in electrical communication with said work station; and,  
4 software loaded on said work station, wherein said software is configured to

5 download image information from a remote location; and,  
6 convert an image associated with said image information into a pixel matrix  
7 representation; and,  
8 wherein said printer is configured to print at least one scan line by selectively printing  
9 pixels corresponding to said pixel matrix representation.

1 20. The system according to Claim 19 wherein said network includes the Internet.

1 21. The system according to Claim 19 wherein said software is further configured to convert  
20 said image into a black-and-white representation.

22. The system according to Claim 19 wherein said work station includes a kiosk.

23. The system according to Claim 19 wherein said work station includes a Point-Of-Sale  
(POS) terminal.

1 24. Apparatus for receipt generation comprising:

2 a coupon generator coupled to an input port of said apparatus, to receive and process  
3 purchase information relating to a transaction, said coupon generator providing at least one index  
4 pointer responsive to said purchase information; and,

5 a coupon image database having accessible a plurality of coupon fields for storage and  
6 retrieval of coupon images, said coupon generator incorporating a related coupon image with

7 said purchase information for transmission to an output port.

1 25. A method of advertising by printing an image on a receipt or coupon, the method  
2 comprising:

3 downloading image information from a database;

4 retrieving an image associated with said image information;

5 converting said image into grayscale;

6 converting said grayscale image into dithered black-and-white pixels;

7 converting said dithered pixels into a pixel matrix representation; and,

8 printing at least one scan line by selectively printing pixels corresponding to said pixel  
9 matrix representation.

1 26. The method of advertising according to Claim 25 further comprising:

2 monitoring transaction information and comparing said monitored information to  
3 information in said database; and

4 determining said image information to download based upon said comparison.